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Web Audio: [http://dwd.wisconsin.gov/dwd/newsreleases/multimedia/ui\\_111804.mp3](http://dwd.wisconsin.gov/dwd/newsreleases/multimedia/ui_111804.mp3)

## OCTOBER UNEMPLOYMENT RATES ANNOUNCED

### UNADJUSTED DATA

**Madison** – Wisconsin Department of Workforce Development (DWD) Secretary Roberta Gassman today announced that Wisconsin's unadjusted unemployment rate for October was 4.1 percent, matching the September rate. One year ago, Wisconsin had an unadjusted rate of 4.5 percent in October. October 2004 saw a slight increase in the number of people in the job market.

"Wisconsin's job market brightened again in October, as demand for workers continues to grow," said Secretary Gassman. "Although Wisconsin has had two straight months of relatively low unemployment at 4.1 percent, showing an improved economic climate in the state, too many Wisconsin workers are still trapped in jobs paying very low wages."

The perception of an improved job market usually increases the number of people looking for work. Most were not disappointed in their decision to seek work, as employment increased from 2,975,500 in September to 2,983,000 in October.

The nonfarm job market in the state expanded as well. In October there were 2,867,900 nonfarm jobs estimated, compared to 2,854,700 in September. Although there is normally a slight increase in jobs between September and October, the 13,200 jobs added represents about double the normal increase. There were 2,809,900 jobs one year ago in October 2003. The growth of 58,000 jobs over the year represented a 2.1 percent growth, exceeding the growth of 1.6 percent estimated for the nation. Throughout 2004, Wisconsin has seen better growth in jobs than the nation.

Although many industrial sectors, such as manufacturing and construction experience seasonal employment contraction at this time of the year, the contraction was much less pronounced than is usually the case. Construction stayed very strong in October, with 133,100 jobs in October compared to 133,400 in September. Manufacturing reported 519,800 jobs in October compared to 520,100 in September. One year ago, manufacturing reported 503,400 job in the State. Although Wisconsin manufacturing has been reporting improved over-the-year employment figures for seven straight months, the 16,400 jobs added between October 2003 and October 2004 was the strongest over-the-year improvement since April 1998. Retail trade reported hiring strength, and local government also increased, reflecting the full return to work by school year employees.

### SEASONALLY ADJUSTED

Wisconsin's seasonally adjusted unemployment rate for October was reported at 5.0 percent, unchanged from September and down from 5.5 percent in October 2003. The nation's seasonally adjusted rate for October was 5.5 percent compared to 5.4 percent in September. The national October 2003 rate was 6.0 percent.

October employment and unemployment figures for individual counties will be available November 23. This release also is available at <http://dwd.wisconsin.gov/dwd/newsreleases/>

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**WISCONSIN LABOR FORCE SUMMARY**  
In Thousands

ITEM	PRELIM. OCT 04	FINAL SEP 04	YEAR AGO OCT 03	NET CHANGE FROM	
				MONTH AGO	YEAR AGO
PLACE OF RESIDENCE DATA	NOT SEASONALLY ADJUSTED LABOR FORCE ESTIMATES				
CIVILIAN LABOR FORCE	3109.5	3102.2	3079.6	7.3	29.9
UNEMPLOYMENT	126.5	126.7	139.6	-0.2	-13.1
UNEMPLOYMENT RATE	4.1	4.1	4.5	0.0	-0.4
EMPLOYMENT (1)	2983.0	2975.5	2940.0	7.5	43.0
PLACE OF WORK DATA					
NONFARM WAGE & SALARY	2867.9	2854.7	2809.9	13.2	58.0
TOTAL PRIVATE	2453.5	2456.7	2391.6	-3.2	61.9
GOODS PRODUCING	657.1	657.7	638.1	-0.6	19.0
NATURAL RESOURCES & MINING	4.2	4.2	4.2	0.0	0.0
CONSTRUCTION	133.1	133.4	130.5	-0.3	2.6
MANUFACTURING	519.8	520.1	503.4	-0.3	16.4
Durable Goods	319.4	318.3	308.4	1.1	11.0
Nondurable Goods	200.4	201.8	195	-1.4	5.4
SERVICE PRODUCING	2210.8	2197	2171.8	13.8	39.0
TRADE	446.9	442.5	438.5	4.4	8.4
Wholesale Trade	118.7	118.2	114	0.5	4.7
Retail Trade	328.2	324.3	324.5	3.9	3.7
TRANS., WAREHOUSE, & UTILITIES	109.5	109.5	108.2	0.0	1.3
Utilities	12.2	12.2	11.6	0.0	0.6
Information	47.7	47.6	49.2	0.1	-1.5
FINANCIAL ACTIVITIES	161.7	161.6	158.9	0.1	2.8
Finance and Insurance	132.6	131.9	129.6	0.7	3.0
Real Estate, Rental, & Lease	29.1	29.7	29.3	-0.6	-0.2
PROFESSIONAL & BUSINESS SERVICES	268.9	269.3	248.8	-0.4	20.1
Prof., Scien., & Tech. Services	89.7	90.3	88.5	-0.6	1.2
Mgmt. Of Companies and Enterprises	37.2	38.1	37.2	-0.9	0.0
Admin. Support & Waste Mgmt. Services	142	140.9	123.1	1.1	18.9
EDUCATIONAL & HEALTH SERVICES	380.2	379.4	374.3	0.8	5.9
Educational Services	51.5	49.3	50.9	2.2	0.6
Health Care & Social Assistance	328.7	330.1	323.4	-1.4	5.3
LEISURE & HOSPITALITY	251.5	259.5	245	-8.0	6.5
Arts, Entertain., & Recreation	38.2	41.4	36.4	-3.2	1.8
Accommodation & Food Services	213.3	218.1	208.6	-4.8	4.7
OTHER SERVICES, except Public Admin	130	129.6	130.6	0.4	-0.6
GOVERNMENT	414.4	398	418.3	16.4	-3.9
Federal Government	29.3	29.4	29.8	-0.1	-0.5
State Government	102.6	98.5	102.1	4.1	0.5
Local Government	282.5	270.1	286.4	12.4	-3.9
PERSONS INVOLVED IN L-M DISPUTES	0.0	0.0	0.5	0.0	-0.5
(1) Includes L-M Disputes					
SEASONALLY ADJUSTED LABOR FORCE ESTIMATES					
CIVILIAN LABOR FORCE	3121.1	3118.7	3088.7	2.4	32.4
UNEMPLOYMENT	155.8	155.1	169.6	0.7	-13.8
UNEMPLOYMENT RATE	5.0	5.0	5.5	0.0	-0.5
EMPLOYMENT	2965.2	2963.6	2919.1	1.6	46.1
NONFARM WAGE & SALARY	2841.2	2837.9	2783.5	3.3	57.7

\*Differences in totals may occur as a result of rounding.

Source: Local Area Unemployment Statistics and Current Employment Statistics programs, Labor Market Information Section, Bureau of Workforce Information